

INVESTIGATOR'S ANNUAL REPORT

National Park Service

All or some of the information provided may be available to the public

Reporting Year: 1999	Park: Shenandoah NP						
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Name: Dr. Troy Hall	Phone: 540-231-7264	Email: n/a					
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Permit#: SHEN1999N-239							
Park-assigned Study Id. #: unknown							
Project Title: Field Work To Understand Deer Feeding Behavior By Visitors At Shenandoah National Park							
Permit Start Date: Jan 01, 1999	Permit Expiration Date Jan 01, 2000						
Study Start Date: Jan 01, 1999	Study End Date Jan 01, 1999						
Study Status: Completed							
Activity Type: Research							
Subject/Discipline: Other							
Objectives: Study Objectives;1. Understand how feeders differ from non-feeders in knowledge of proper behavior, beliefs about feeding, and attitudes toward deer.;2. Evaluate effects of different interventions on knowledge, beliefs, and attitudes.;3. Evaluate the effectiveness of different interventions on reducing feeding and approaching behavior of SNP visitors.							
Findings and Status: Under current park intervention conditions, visitors generally believe that feeding deer is not healthy for the deer. They have considerably less knowledge about potential threats to themselves from feeding deer. The fear appeal that was tested significantly changed visitor attitudes about the risk of getting too close to deer (ANOVA, p=0.001). Under control conditions the majority (63%) of groups picknicking fed deer. Although the fear appeal produced an attitude change, it did not reduce feeding behavior by visitors (39%fed) as much as the moral appeal did (25% fed). It is hypothesized that exposure to the moral appeal was most effective in reducing feeding behavior because it made salient already present (but not always accessible) negative attitudes about feeding deer. If this is true, it has major implications for message placement in parks. Data collection and analysis is complete and a thesis was written.							
For this study, were one or more specimens collected and removed from the park but not destroyed during analyses? No							
Funding provided this reporting year by NPS: 0	Funding provided this reporting year by other sources: 0						
Fill out the following ONLY IF the National Park Service supported this project in this reporting year by providing money to a university or college							

Full name of college or university: n/a	Annual funding provided by NPS to university or college this reporting year: 0
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